



boas
transforming
leadership

ADVANCED DEVELOPMENT
PROGRAMME FOR
PROFESSIONAL COACHES

boas Professional Coach Certification – **boas PCC**

Where can you – an experienced coach or consultant – find teachers and peers to stimulate new learning, challenge your ideas and help you refine your practice? How can you deepen your understanding of the real blocks and enablers of human and organisational development? Who will help you to integrate verbal and non-verbal processes in your coaching? When do you find the time to reflect, re-connect to purpose, and clarify your own coaching approach? This professional development programme for coaches was created to meet these needs.

leading change leading people leading your life

There has been an explosion of interest in coaching as a proven means of leadership development. In this growing and unregulated market, advanced training, certification and supervision can ensure your credibility, professionalism and depth and breadth of experience.

We view coaching as a co-creative dialogue between coach and coachee; this is reflected in the programme design. Combining faculty-led sessions with peer group action learning, the programme draws on a wide range of disciplines, including humanistic psychology, neuro-linguistic programming, organisational behaviour and artistic inquiry. Coaching engages the whole human being, so as a coach you need to bring your whole self to the process. The programme encourages you to discover, identify and engage your inner resources and to integrate this holistic approach into your coaching practice.

You will learn to apply the boas via™ (vocation integration alignment) model as a guide in all of your coaching dialogues. The focus of via™ is on raising self awareness, exercising new skills and transcending limiting attitudes. via™ coaches support and challenge leaders to define their own life work, integrate their different roles and relationships and align their personal goals with those of their colleagues, their organisation, and the wider community.

Each module explores essential themes in leadership coaching, including coaching across cultures, non-verbal communication, the use of coaching in team and organisational development and integration of physical, emotional, intellectual and spiritual levels of leadership.

To ensure high quality, this advanced development programme for experienced professionals includes initial assessment, ongoing review and final assessment and certification. The programme meets the specified criteria for accreditation by the International Coach Federation.

participants

The programme is for experienced professionals wishing to enrich, deepen and refine their coaching practice. This includes:

- independent consultants
- in-house coaches and consultants
- managers with coaching responsibilities
- clinical and organisational psychologists
- educators engaged in adult learning

pre-requisites

- substantial and demonstrable relevant work experience
- experience working with public, private or voluntary sector organisations

deepen and enrich your coaching practice

your benefits

- Strengthen professional expertise and credibility
- Discover and refine own coaching style and preferences
- Join a community of world-class coaches
- Learn, apply, reflect on and combine new methods
- Explore and integrate intellectual, artistic and intuitive learning styles
- Invest time to explore themes in depth
- Develop generic skills applicable to wide range of coaching contexts
- Experience dance, music, rhythm and voice work in your learning
- Develop core skills for movement observation and well-crafted questions
- Enhance self-confidence and market awareness
- Network and share experience with peers
- Discounted metavision™ – boas approach to professional coach supervision

organisation benefits

- Gain access to a pool of skilled coaches with a common approach
- Nurture a culture of feedback and creative dialogue in the workplace
- Raise awareness of cultural differences and non-verbal communication
- Benefit from immediate application of new learning on the job
- Raise the quality standards of the organisation's leadership coaching
- Benefit from quality assurance through our rigorous assessment
- Improve talent retention through a deeper understanding of human needs
- Develop leadership coaching capacity that addresses the whole person
- Learn from the most advanced applications across different industries
- Discover how to integrate coaching with organisational processes
- Purchase ongoing coaching supervision at competitive rates
- Gain access to innovative tools and processes

future coachee benefits

- Align individual and shared goals
- Renew motivation and focus
- Clarify personal and professional purpose
- Improve life balance
- Integrate personal and professional roles
- Increase vitality and flow of energy
- Enhance ethical congruence
- Engage the thinking body
- Sharpen decision-making
- Gain new awareness of the transforming potential of leadership

every module includes

- A demonstration coaching session by the core faculty
- An interactive learning session with a guest speaker
- Group processes integrating intellectual, artistic and intuitive learning styles
- Tuition in verbal and non-verbal skills including movement observation
- Peer group discussion, review and reflection
- Pre-module and follow-up assignments
- Individual feedback on your coaching strengths and learning needs

Training hours:

- 5 three-day modules
- 125 training contact hours
- Additional Friday evening activities*
- 40 additional student learning hours
- 8 hours observable coaching practice

Friday evening activities include 'fireside' talks with leading specialists and world experts in the human development field

become a world class leadership coach

module I

The first module introduces the boas via™ coaching model and creates the context for individual and group learning. Activities enable you to identify your learning aims and style, your relevant beliefs and values and the place of coaching in your life work. The group uses movement, rhythm and dialogue to bond and establish a safe space for inquiry.

Themes include:

- Co-creating the coaching contract
- Working from the inside out
- Telling your story, mapping your journey, embodying your message
- Movement observation – stance, gesture and expression
- Perceptual position shifts
- Engaging multiple intelligence
- Coaching from the heart of your own life
- The language of presence – being here now

module II

The second module encourages a deeper inquiry into your life work as a coach. Activities enable you to clarify your own vocation and tap into your natural resources. The boas elemental leadership™ model is introduced and used to identify your and your coachees' leadership qualities.

Themes include:

- Self awareness as a basic coaching skill
- Movement observation – core strength
- Natural resources and coaching outdoors
- Articulating purpose and meaning in the coaching dialogue
- Logical level agility
- The language of imagery, symbol and metaphor

module III

The third module works on the integration of intellectual rigour with artistic and intuitive modes of inquiry. Activities encourage you to explore your own inner balance and to relate this to the integration of economic, ethical and ecological themes in your coaching. The boas accord™ negotiation model is introduced and related to the creative potential of conflict.

Themes include:

- Coaching across cultures
- Working with intrapersonal and interpersonal conflict
- Visualising – drawing and mapping in the coaching dialogue
- Movement observation – balance and symmetry
- Unity in diversity
- Coaching professional negotiators
- The language of powerful questions

module IV

The fourth module focuses on alignment in coaching. Activities challenge you to assess your own alignment as an individual, within a group and as part of a wider community. This is the basis for supporting your coachees' internal and external alignment and working within wider organisational development processes. The transcultural competence model is introduced.

Themes include:

- Ethical issues in coaching
- Movement observation – gait, energy and flow
- Incorporating 360 feedback in coaching
- Identifying and addressing misalignment
- Coaching across cultures
- Bringing the wider system into the coaching space
- Hidden language – unspoken assumptions and unwritten rules

module V

The fifth module reviews and integrates your journey of learning and includes formal assessment. Activities encourage you to relate your individual coaching practice to the professional community and the coaching market. You will explore how you talk about coaching to current and future clients and identify ways to develop your practice. You will have the opportunity to request professional supervision and establish peer support groups. Coaching will be set in the context of wider issues of social justice and transformation.

Themes include:

- The coaching dialogue as self-making and world-making
- Support and challenge in the professional community
- The boas metavision™ process
- Embodying your ethos
- Movement observation – rhythm, breath and attunement
- Coaching as a contribution to social transformation
- Plan your continuing professional development

how to become a boas professional certified coach™

Application To apply for the boas professional coach certification – boas pcc™ – please complete our online application form at www.boastl.com/forms/apply.htm

Once your application has been processed, you will receive an email indicating whether we feel that our programme is a good fit with your current learning needs. If so, we shall arrange a short telephone interview with a member of our core faculty.

To ensure an optimal learning environment, each cycle of boas pcc™ is limited to a maximum of 12 participants. We encourage you to apply early.

Fee £6600 plus VAT for the complete programme including the via™ license fee.

This fee includes teaching, facilitation, assessment, course materials and refreshments. Whilst participants are responsible for their own accommodation and meals, we are happy to assist you with your arrangements.

The programme fee also includes the one-time boas licence fee of £600 (plus VAT). The license gives boas pcc™ graduates the right to offer via™ coaching and to purchase via™ coaching tools. Eligibility to retain this licence is dependent upon successful completion of the certification process.

metavision™ is the boas approach to professional coach supervision. boas pcc™ participants who choose to invest in metavision™, benefit from a 50% discount on their first six sessions. Participants may take advantage of this discount as soon as they have registered for the course and their fee has been received in full.

Funding boas is a registered Learning Provider for the UK Learning and Skills Council (LSC). Participants may be eligible for Career Development Loans (CDL). Application details may be found via the LSC website: www.lsc.gov.uk Please contact a CDL advisor (+44 800 585 505) for information.

To support our commitment to participant diversity, boas operates a selective bursary scheme. Applicants who believe they are eligible may inquire by email: connect@boastl.com

Dates and times This 9-month course is divided into five modules. Each module is three days long and runs from Thursday morning to Saturday afternoon.

Thursday: 09.00 – 18.00

Friday: 09.00 – 19.30

Saturday: 09.00 – 16.00

You will find the dates for current and upcoming cycles on the boas website at www.boastl.com/courses/course_boas_pcc.htm

Venue The boas pcc™ programme takes place at our Brussels venue. This is a tranquil residence, conducive to reflection, dialogue and experiential learning. It is centrally located, adjacent to parkland and easily accessible for international travel.

Attendance The five-module cycle forms an integral learning experience. Successful graduation from the programme is dependent on full attendance and participants are expected to attend all five modules consecutively. However, under certain circumstances, we may be able to arrange for you to attend a module during the following cycle.

boas pcc™ alumni may repeat modules at a 50% discount, space permitting.

In-house option For organisations wishing to maximise their internal coaching capability, boas can provide a customised in-house professional development programme. Please contact us at connect@boastl.com to discuss your needs.

Please visit our website for full details on the boas pcc™ policy.

faculty

Sara Boas is the founding director, principal coach and creator of the boas tools for transformation and the director of training for the boas professional coach certification – boas pcc™. She is a Master Certified Coach and co-chair of the Credentialing and Program Accreditation Committee of the International Coach Federation, which defines global standards for coaching. She is an elected member of the European College of Coaches, a panel of foremost executive coaches who play a leading role in the profession.

Sara is an advisor to the European Administrative School, which provides staff training and leadership development across all the institutions of the European Union. She is a regular speaker and member of the associate faculty at the London Business School, the Center for Creative Leadership and other global providers of leadership education. She has designed and delivered over 25 new courses at these and other centres of excellence and has personally coached and taught people from over 60 different countries, on four continents.

Sara maintains a clear focus on uniting stakeholder value and core human values and is recognised as a catalyst for lifelong personal and corporate transformation. At the heart of her work is her commitment to honest, creative dialogue, encouraging her clients to outgrow their own success and evolve to the next level of achievement and fulfilment.

Sara is also an accredited mediator and an expert in neuro-linguistic programming, movement observation and non-verbal communication. Her work draws on the disciplines of psychology, anthropology, organisational behaviour, somatics and philosophy of science. Other sources include dance, physical theatre, yoga and martial arts, as well as diverse wisdom traditions and her love of wild nature.

Sara strives to be an ideal partner in co-creating the future. She is also the founder of LIFEdance!, an exciting new approach to personal development that embodies the motto 'live your dance, dance your life' and is offered in spas and wellness retreats around the world. In 2003, Sara established the Foundation for the Arts in Social Transformation, a global voluntary organisation which uses artistic processes to enable young people and members of vulnerable and marginalised groups to realise their creative potential and take a leading role in their own communities.

Matthew Speyer Matthew is a coach and consultant in leadership and personal development. He is a member of the core team at boas, supervising the coaching work and ensuring that psychological and social aspects of business leadership are taken into account in design and delivery of leadership development. He worked closely with Sara in the development of new concepts and methodologies.

He also provides advanced professional development to senior teams in medical and community service. Matthew has been a speaker and board member in pan-European psychological associations and is a director and co-founder of the Institute for Men's Development in Göttingen, Germany. He has wide industry experience on all levels of leadership – especially banks and IT. His degrees in mathematics, philosophy and psychology – from Oxford and Göttingen, respectively – reflect his commitment to breadth and depth of enquiry.

He lives in Germany with his wife and son, and finds balance and inspiration in contact with nature and the outdoors

Guest faculty

Past guests have included Robert Dilts, co-founder of Neuro-Linguistic Programming; Susannah Darling Kahn, co-director of the 'School of Movement Medicine'; Philippe Rosinski, author of 'Coaching Across Cultures', 'Supercoach' Mike Munro Turner and Non-Violent-Communication expert Godfrey Spencer.

boas

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